

**PROCEEDINGS OF THE BROWN COUNTY
EXECUTIVE COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the Brown County Executive Committee was held on Monday, May 7, 2018 in Room 200 of the Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

Present: Chair Lund, Supervisor Moynihan, Supervisor Erickson, Supervisor Schadewald, Supervisor Van Dyck, Supervisor Buckley, Supervisor Hoyer, Supervisor Sieber
Also Present: Internal Auditor Dan Process, Public Works Director Paul Fontecchio, Corporation Counsel Dave Hemery, Human Resources Director Kathryn Roellich, Deputy Executive Jeff Flynt, Supervisor Borchardt, Supervisor Tran, Supervisor Schadewald, Technology Services Director August Neverman, Enterprise Systems and Applications Manager Laura Workman, Director of Administration Chad Weininger, other interested parties

I. Call meeting to order.

The meeting was called to order by Chair Tom Lund at 5:30 pm.

II. Approve/modify agenda.

Supervisor Sieber requested moving Item 15 to follow Item 2.

Motion made by Supervisor Sieber, seconded by Supervisor Hoyer to approve as amended. Vote taken. MOTION CARRIED UNANIMOUSLY

III. Election of Vice-Chair.

Supervisor Erickson nominated Supervisor Moynihan for Vice Chair.

Chair Lund closed the nominations.

Motion made by Supervisor Erickson, seconded by Supervisor Buckley to cast unanimous ballot. Vote taken. MOTION CARRIED UNANIMOUSLY

IV. Set time and date for regular meetings.

The time and date for regular meetings was discussed and the decision was made to keep the meetings on the Monday of the week prior to the full County Board meeting at 5:30 pm.

Motion made by Supervisor Erickson, seconded by Supervisor Sieber to hold regular monthly meetings on the Monday prior the full County Board meeting at 5:30 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

V. Approve/modify Minutes of April 9, 2018.

Motion made by Supervisor Buckley, seconded by Supervisor Moynihan to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public

-Anneliese Waggoner, 121 Greene Avenue, Allouez, WI

Waggoner spoke on behalf of the League of Women Voters of Greater Green Bay as follows: The League of Women Voters would like you to consider creating an independent citizen committee to draft a map of the County Board supervisory districts to present to the County Board for its approval in 2021 following the census in 2020. Involving knowledgeable citizens will maintain the integrity of the redistricting process. Supervisors are, after all, elected by citizens to serve citizens' interests. We believe that citizens from all areas of the county should be part of

determining district lines. Names of all interested people could be submitted to the Executive Committee with the final selection to be made by the Executive Committee itself. Our purpose here is not to eliminate the County Boards' final authority, but to create a serious, well considered process for drawing maps using the criteria required by law, but also criteria that mitigate conflicts of interest, that take into consideration communities of interest and that are free of any claims of protection of incumbency. We hope you will seriously consider this idea which is being used by other County Boards in Wisconsin and the League of Women Voters will stand ready to help make this a reality.

-Linda Van Beek, 205 W. Mission Road, Green Bay, WI

Van Beek spoke as follows: The current system of drafting voting maps at the State level is a very flawed system. Time after time, regardless of the party in power, the maps are gerrymandered to protect the very politicians who are drawing those maps and the consequences are undemocratic and costly to the taxpayer. Firstly, unless districts are fairly drawn to preserve compositions, we will continue to have an election that is predetermined and essentially meaningless. Secondly, when this unfair situation is rightfully challenged in the courts, the taxpayer is forced to pay for it. Therefore, we at the League of Women Voters believe that local government such as the Brown County Board itself can help advance nonpartisan independent redistricting at the state level by adopting the process here at the local level. By doing so, they embrace the essence of democracy by preserving the democratic ideals that every person's vote should help.

1. **Review Minutes of: None.**

Legal Bills

2. **Review and Possible Action on Legal Bills to be paid.**

Motion made by Supervisor Erickson, seconded by Supervisor Moynihan to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Although shown in the proper format here, Item 15 was taken at this time.

Communications

3. **Communication from Supervisor Becker re: Form an ad hoc committee to examine redistricting process. *Referred back to May meeting.***

Supervisor Sieber said he has been working with Supervisor Becker on this and the previous suggestion was to have the Executive Committee look at redistricting and be the redistricting committee. Sieber said from a citizen interest standpoint it is our job and due diligence to hear them out and have a hearing on this. He does not feel it makes a difference whether a hearing would be held at an ad hoc committee or Executive Committee. The ultimate goal is for the citizens to have their voice heard on the issue. Having a discussion is a good thing and Sieber would ask that we form an ad hoc committee or have the Executive Committee hold a public hearing on redistricting and see where the discussion leads and bring back a set of recommendations to the Board. He feels having this would be in the best interest of the public.

Moynihan said he is fine keeping this at the Executive Committee as he mentioned at an earlier meeting. He does not want to get into ad hoc committees because of all the special interests. This could be a standing item or something that is brought back quarterly, but he would like to see it stay here at Executive Committee.

Van Dyck also would like to see this stay with the Executive Committee. He does not have a problem with a public hearing and he feels we can take a look at some of the things brought up earlier in the meeting. In regard to the communication, he feels an ad hoc committee would put this to bed.

With regard to a public hearing, Lund indicated he would like to get some more information from Corporation Counsel so everyone understands exactly what the redistricting process is and how it is carried out. He would like Corporation Counsel to come back in 60 days to talk about this further and at that time we can hear from the public again. He noted the County has to draw up the districts before the State does so we have to have something done a year after the census. He noted there is no way to put anything on a future Board that they definitely have to use, but just to set forth what criteria we use and allow the groups around the county to provide input is fine.

Buckley questioned what exactly this body can do because it is probably going to be the next term of Supervisors that will be making decisions and we cannot tie their hands on that process. He wants people to be aware going into the process of this so that we do not spend a lot of time for naught. Lund agreed and said that is why he wants it all out what the process is and to find out what other counties are doing around the state.

Sieber pointed out that anything done by this Board can be undone by a future Board. Buckley said he has been through the redistricting process and is not sure what more can be changed at the County level. He feels the Planning Department did a great job last time and to try to figure out now what we are going to do in three years may not be the best idea because the results of the census could really dictate a change.

Van Dyck said if Corporation Counsel is going to be coming back with this in 60 days it may be a good idea to have representation from the Planning Department as well to talk about the parameters they use. Van Dyck said if we want to change any parameters we can do that, with the understanding that the next Board can change them back, but things like incumbency is worthy of a discussion.

Motion made by Supervisor Erickson, seconded by Supervisor Van Dyck to receive and place on file. No vote taken.

Motion made by Supervisor Erickson, seconded by Supervisor Van Dyck to have Corporation Counsel come back in 60 days with an update. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **Communication from Supervisor Van Dyck: Request that a standing item be added to the monthly County Board agenda for Corporation Counsel to report the running total spent by the County for legal fees to defend against the BCTPA lawsuit. *Referred from April County Board.***

Van Dyck said what he is looking for is the addition of a line item on the County Board Agenda so an update can be given on a monthly basis with a running total spent on legal feels regarding the Brown County Taxpayer lawsuit. The best procedure for this was discussed and it was decided that the best way to handle this would be for the Chair to including the running total in his monthly report.

Motion made by Supervisor Van Dyck, seconded by Supervisor Erickson that the Chairman of the Board include in his monthly report a running total of money spent by the County on legal fees to defend against the BCTPA lawsuit. Vote taken. MOTION CARRIED UNANIMOUSLY

Resolutions, Ordinances

5. **An Ordinance to Create Subsection 3.01(5) (Responsible Bidder Criteria) of Chapter 3 of the Brown County Code of Ordinances.**

Moynihan informed he worked in concert with administration in this regard because he did not feel that 3.01 had enough teeth in light of the large projects the County has coming up.

Corporation Counsel Dave Hemery reported that under public works law in Wisconsin, any projects over \$25,000 need to be bid and more importantly in this context need to be awarded to the lowest responsible bidder. The definition of lowest responsible bidder can vary depending on the county and what he has done is try to objectively define criteria that would objectively determine if someone is or is not a responsible bidder. Under public works law, the only criteria that can be looked at when bids come in is lowest so what needs to be done is filter the bids coming in to make sure that there are only bids from responsible bidders. Most of the criteria in the proposed ordinance in the agenda packet is fairly objective and directly relates to being a responsible bidder such as being licensed in Wisconsin and having a permanent place of business.

Hemery referenced number 16 which states the contractor must have a record of satisfactorily completing at least two projects of similar size and complexity within the last five years and he would like to add language that states "in public works projects where the Purchasing Department determines it appropriate".

Hemery also referenced number 7 which states "... in the discretion of the Brown County Purchasing Department at the time a Request for Bids or Request for Quotes regarding a contract of any amount is issued, in order to be

considered a responsible bidder, the contractor must participate in a Class A Apprenticeship Program". Hemery said for all our big projects we went to make sure bidders are experienced and have the proper equipment and financing to see the project through.

Hemery suggested amending number 7 by taking out the language "Regarding a Public Works Contract estimated to be in excess of two million dollars, or if required" with the understanding that it is typically only going to be on the big contracts. He said if a project amount is set, there may be times when there are very few entities that could bid on the project. The proposed language in number 7 would then be, "In the discretion of the Brown County Purchasing Department at the time a Request for Bids or Request for Quotes regarding a contract of any amount is issued, then in order to be considered a responsible bidder, the contractor must participate in a Class A Apprenticeship Program."

Hemery also recommended that number 16 be amended to read as follows, "In the discretion of the Brown County Purchasing Department, at the time a Request for Bids or Request for Quotes is issued, the contractor must have a record of satisfactorily completing at least two (2) projects of similar size and complexity within the last five (5) years."

These two changes would allow Purchasing to have some discretion to require either Class A Apprenticeship or a certain amount of projects in a certain number of years. All other criteria would need to be met in absolutely every case when determining the responsible bidder. Hemery said this ordinance is based on one that was enacted in another county and he feels all the conditions are very objective but he would like to see the discretion in the items he discussed.

Sieber said it is his understanding that the sales tax projects are going to come before the appropriate standing committee and the Administration Committee with the request for bids. Director of Administration Chad Weininger said if an RFP is done, the RFP will go out and that is the authority to move forward. For highway projects, they follow the same process they do for bonding, so this is just changing bonding dollars for sales tax dollars. With regard to the jail, there is an owner's rep and they will be going before the Public Safety Committee to give a project status update which is more than is normally done, but it will be handled in this way because of the size of the project. Public Works Director Paul Fontecchio added that the RFP for the design architects for the jail and Medical Examiner's office will be coming to Public Safety in June. Then when they go out for bid, it will also go back to Public Safety. Sieber said at that time there is no reason we cannot put the Purchasing Department recommendation on the RFPs and then the Committees could alter the language before the RFP goes out.

Van Dyck brought up the Apprenticeship Program requirement and noted that in his research regarding apprenticeships, he could not find any reference to a Class A Apprenticeship. Further, to him the definition of "Class A Apprenticeship Program" under section (5)(b)2 of the ordinance should read: "Class A Apprenticeship Program" means an apprenticeship program that is currently approved by the U.S. Department of Labor or a state apprenticeship agency." He does not see the need to go into journey person status for three years, etc. If the program is registered with the state or federal government he feels that is enough. He also then number 7 would also have to be cleaned up a little.

Moynihan said some of the apprenticeship language got in there because these are top flight generational- type projects that we are going to conduct and we want the best and brightest of vendors. Sieber agreed with Moynihan and said the County is looking at trying to build the best quality project we can because who knows when the next County Board will put money into the projects. He does not want to see this watered down because we may end up with things we regret down the road and he wants to make sure things are done the right way the first time.

Van Dyck responded that this is not watering anything down and pointed out there are qualifications that need to be followed with the state and federal government as far as what you have to do to be qualified and, in addition, there is a certificate issued at the end of the program. Van Dyck feels we are focusing too much on the trades. Van Dyck said if there is a federal or state program for registering for apprenticeships, he does not understand why that would not be good enough.

Motion made by Supervisor Moynihan, seconded by Supervisor Sieber to approve the ordinance with the recommendations made by Corporation Counsel and direct Corporation Counsel to prepare an updated ordinance to be placed on the County Board Agenda. Vote taken. MOTION CARRIED 6 TO 1 (Nay: Van Dyck)

6. An Ordinance to Amend Section 3.25 (County Vehicle I.D. Markings) of Chapter 3 of the Brown County Code of Ordinances.

Motion made by Supervisor Buckley, seconded by Supervisor Sieber to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

7. An Ordinance to Amend Schedule A of Section 340.0003 of Chapter 340 of the Brown County Code of Ordinances.

Motion made by Supervisor Erickson, seconded by Supervisor Hoyer to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

8. Resolution for Emergency Repair of Arena Roof.

Fontecchio informed the repairs will cost in the area of \$257,000 and the County has a \$10,000 deductible.

Motion made by Supervisor Van Dyck, seconded by Supervisor Moynihan to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

9. Resolution Authorizing Jurisdictional Revisions to CTH G (Main Avenue) in the City of De Pere.

Motion made by Supervisor Erickson, seconded by Supervisor Sieber to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

10. 2017 Balance Budget Adjustment.

Motion made by Supervisor Moynihan, seconded by Supervisor Buckley to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Internal Auditor

11. Board of Supervisors Budget Status Reports (Unaudited) – December 2017 and March 2018.

Internal Auditor Dan Process informed the Board office returned about \$12,000 to the general fund last year, mostly related to a change in health insurance. He also informed there is still a carryover for the iPads.

Motion made by Supervisor Moynihan, seconded by Supervisor Erickson to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

12. Veterans Recognition Subcommittee Budget Status Reports (Unaudited) – December 2017 and March 2018.

Motion made by Supervisor Erickson, seconded by Supervisor Moynihan to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

13. Status Update: March 1 – April 30, 2018.

Process reported an appeal has been received and the process to set up an appeal hearing has been started.

Motion made by Supervisor Moynihan, seconded by Supervisor Sieber to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Corporation Counsel

14. Corporation Counsel's Report.

No report; no action taken.

Human Resources

15. HR Director's Report.

Human Resources Director Kathryn Roellich did not have anything to add to her report in the agenda packet unless there were any questions. She noted she did get an additional resignation last week, but the department is in the process of replacing vacant positions.

Buckley asked if the County has been analyzing HR and why employees are leaving. Roellich responded that each time an employee gives a resignation she has met with them to address any issues or concerns. One person resigned because she no longer wants to work fulltime but there is no part-time position available; one left because she did not like being tied to the schedule so she transferred to another department within the County. Another left because she no longer wanted to work in an office and took a job with the Postal Service where she can work outside. There was also a retirement and someone else left because they found a job they felt was a better fit. One of the recent resignations was due to someone finding a job that paid \$12,000 more than the County paid.

Buckley asked if having a few part-time positions would help cover some of the open positions. Roellich noted that one of the people who resigned recently has offered to stay on in a part-time capacity until staffing is brought back up. Roellich said they are making headway and have several positions starting in the next several weeks.

Buckley recalled that several months ago changes in payroll were approved for the Highway Department and jail staff and asked if those changes have gone into effect. Roellich responded that those changes have not been implemented yet because the person who was in payroll left for a position that she felt was a better fit. They have hired a new person who has significant payroll training, but is not very familiar with the program the changes need to be made in. The employee has now completed training and is developing a process as to how she is going to address those changes. Roellich sent out an e-mail to the departments letting them know that she will be working on implementing this and that it was anticipated that it would be the end of June before the process is complete.

Van Dyck asked if there is any County policy that restricts new employees from transferring to a different department for a specified period of time. Roellich does not recall anything specifically without looking at the code and the handbook that would prevent that. Van Dyck was curious as to how many interdepartmental transfers take place within the first year or two of employment and he feels the County should consider looking at that. He feels there should be some sort of timeframe on this because a lot of training goes into positions and people coming in and being trained and then moving to a different department right away does not seem efficient.

Buckley asked if Roellich is authorizing overtime in her department to keep up with work in light of the open positions. Roellich said some of the positions are exempt and therefore not subject to overtime, but there is one employee who said she is willing to work overtime to assist. The exempt employees are putting in extra time and the Payroll Specialist position does not require overtime. As things progress Roellich said there may be a need for overtime and she also noted that she has recently hired a temp to do some of the lower level tasks.

Motion made by Supervisor Moynihan, seconded by Supervisor Van Dyck to receive and place on file. Vote taken.
MOTION CARRIED UNANIMOUSLY

Department of Administration

16. Director of Administration's Report.

Director of Administration Chad Weininger informed room tax is running at about \$100,000 and sales tax is running at about \$300,000, but he noted it is early. He said the room tax is important because the County will be relying on that for the expo center and if it is short the County will have to make up the shortfall.

At this time Weininger asked TS Director August Neverman to talk about the County website. Neverman provided several documents, copies of which are attached. With regard to the closed captioning, the costs are outlined in the handout and he would propose that \$9,000 be budgeted to cover closed captioning and transcription for the primary County Board meetings. The costs would increase if more meetings were included. The cost is basically \$1 per minute and the \$9,000 was an estimate based on the longest meeting which was then multiplied by 12.

Neverman continued that he would propose adding an FTE position to work on the website, social media and the closed captioning. The estimated salary base for an FTE would be about \$80,000 and the estimated cost for local storage of video is estimated at \$20,000. Neverman noted that he did not get specific numbers from HR as of this time since it is not known if this is something that is going to move forward.

Erickson asked if there is any information available as to how many people look at the website. Neverman said there are about 2.8 million page views on the website and a lot of those are by inmates. Across the board, most of the pages are getting activity. Once you leave the home page there are single digit percentages on most pages because there are so many pages.

Neverman continued that one of the proposals with regard to the website would be to use advertising to try to recoup some of the expenses because of the high number of page hits. This would require a lot of work with Corporation Counsel, but it is a possibility and has been done in other organizations. Erickson suggested allowing advertisements as a way to offset some of the closed captioning expenses. Neverman said in the research he has done, he found there would probably have to be a bidding process that is very open and detailed.

Neverman said details regarding the cost of the website rebuild is listed in the proposal and is approximately \$30,000. The next closest bid was about \$150,000. Neverman said we would be getting what has already been developed for other counties from DMI and that is one of the reasons the cost is reasonable. Weininger asked if the \$30,000 could be spent with DMI and then eliminate the FTE position he talked about. Neverman responded his strong recommendation is we have an owner and manager of the site. One of the problems with the site is that the content is very out of date. Neverman feels that the Human Services Department alone could tie up half an FTE and he noted that there are 29 other departments.

Buckley asked if it would be possible to share an FTE position with another municipality. Neverman said he did not see where there would be any benefit to a sharing agreement and noted that he actually originally proposed two positions. Weininger suggested that this be placed on the Administration Committee agenda for further discussion.

Lund felt to make the website more mobile friendly would be important and he would like to see money budgeted to do that.

Van Dyck asked for clarification of what we are currently doing with the Board meetings. Weininger said at this time we are not doing anything with them. Without closed captioning we cannot post the meetings. He said the City sends their meetings out for transcription and noted that we could also do that and have the meetings typed by someone who would then send them back. Neverman said with the \$9,000 proposal we would record the meetings and provide some basic information and then send it off to a transcriptionist and we would then get the closed captioned document back. To have this done in real time would be significantly more expensive.

Erickson brought up sign language as an option. Weininger said that was another option they looked at and it was more expensive than having the meetings transcribed for closed captioning.

**Motion made by Supervisor Moynihan, seconded by Supervisor Hoyer to receive and place on file. Vote taken.
MOTION CARRIED UNANIMOUSLY**

County Executive

17. County Executive's Report.

No report; no action taken.

Other

18. Such other matters as authorized by law.

Moynihan informed that today is Chair Lund's birthday and offered him his best wishes.

Lund congratulated those on the Committee on their reelections to the Board and the Executive Committee.

19. Adjourn.

Motion made by Supervisor Moynihan, seconded by Supervisor Erickson to adjourn at 6:41 pm. Vote taken.

MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

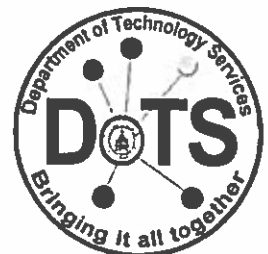
Therese Giannunzio
Administrative Specialist



Brown County Website Plan

► Department of Technology Services ► 3/28/2018

August Neverman



Brown County Website Plan

In response to Vice Chair Lund's request for an ad hoc committee to look into options for the Brown County website, Supervisors Lund and Schadewald met with the Brown County Department of Technology Services on January 17, 2018. Following discussion of the overall scope and planning guidelines, DoTS was tasked with submitting a Brown County website plan to the Executive Committee. Overall goals are to improve the main County website (www.co.brown.wi.us) by achieving the following:

1. Simplified, optimized content.
2. Responsiveness to multiple device types (mobile support and integration).
3. Search-ability.
4. Basic compliance (ADA, FCC and Public Records).
5. Overall site redesign and navigation structure.
6. Multiple language support.

All of these conditions must exist for Brown County's website(s) to be successful. To meet these conditions requires ongoing investment in staff, consulting, hardware, operating systems, content management software, analytics, security, and visibility to search engines. More importantly, it requires up-to-date, accurate and useful content.

CONTENT OWNERSHIP

To ensure content is accurate and useful, it is highly recommended that a full time Web & Social Media Manager is hired. Additionally, at least an annual review of each department's website by their oversight committee is encouraged. Implementing these two steps will ensure all content is documented, current, accurate, and available online where possible. It will also ensure that content is directly relevant to the services Brown County offers.

Currently, each Brown County department director has authority to designate one or more web publishers for their department. As of December 2017, Brown County does not have a central Website Administrator for the public internet and employee intranet websites. In addition, some individual departments have invested in their own website development and hosting, which means the County is presenting content that is spread across multiple sites, is not easily found, and in some cases is inconsistent.

Control and oversight of Brown County websites and social media has traditionally been loose. Central site administration and ownership is absent, resulting in a lack of coordination and communication between departments. Some web or social media content is not officially approved, others have lost administrative authority, and some are lacking consistent management. Additionally, compliance on various levels (i.e. public access, open records, HIPAA, etc.) cannot be guaranteed or even evaluated due to insufficient oversight, distributed or missing management.

EXISTING COUNTY WEBSITE

[HTTPS://WWW.CO.BROWN.WI.US](https://www.co.brown.wi.us)
OFFICIAL WEBSITE (INTERNET)



16

DoTS currently contracts with DMI Studios for both the main Brown County public internet and the employee intranet websites. Annually, this is a County expense of approximately \$7,000 which is funded in the DoTS budget. There are at least eight other Wisconsin government entities contracting with DMI Studios.

WEBSITE COST ESTIMATES

Cost estimates to modernize our websites vary from \$10,000 to \$150,000 for each of the public and employee sites. Formal quotes received so far fall within this range. Estimates include content migration, design and total site rebuild plus ongoing annual maintenance and support thereafter. The higher amounts would cover support for credit card transactions or other confidential information needs stored on the individual website.

Collectively, DoTS estimates that all web investment through departmental budgets (including the Department of Technology Services' budget) is approximately \$17,000 to \$25,000 annually for hosting, software and support.

INTERNET WEBSITE PROPOSALS

The following options give summaries of a few solutions to meet the goals identified by Supervisors Lund, Schadewald and Linssen.



City of Bellingham - Website

OPTION 1: DMI STUDIOS REBUILD

Continue with DMI and rebuild the website to be more similar to these website examples:

www.cob.org; www.marinettecounty.com

www.co.adams.wi.us; www.ocontocounty.org



Brown County - Intranet

1. COST: \$25,000 (estimate, incl. advertising option)
2. PROS: familiarity with existing content management tools by all department updaters; improved control of static homepage content; existing relationship with vendor; fresh and concise navigation with quicker location of information by visitors; visitor experience consistent with modern website standards regardless of device type (PC, tablet, phone, etc.); improved compliance; Integrated authentication.
3. CONS: older editing tool remains the same

OPTION 2: DMI STUDIOS ESTHETIC REDESIGN

Continue with DMI and rebuild the website to match the intranet site.

1. COST: \$20,000 (estimate, incl. advertising option)
2. PROS: familiarity with existing content management tools; existing relationship with vendor; improved visitor experience regardless of device type (PC, tablet, phone, etc.); improved compliance; integrated authentication.

3. **CONS:** existing limitations in ability to drastically customize the look and feel would remain.

OPTION 3: TOTALLY NEW SITE WITH REDESIGN



Brown County – Redesigned (example)

1. **COST:** \$40,000 to \$150,000
2. **PROS:** Completely improved site similar to Option #1. Improved back end tool. Improved compliance. Integrated authentication. Better Content Management Software tool. More local control.
3. **CONS:** Cost

NOTE: The Department of Technology Services has the URL <http://BrownCountyWI.gov> reserved through the federal government for possible future development. This could be used to develop a new site and then cut over or “redirect” the existing site to the new one – when it’s ready.

RECOMMENDATIONS

With consideration of the costs, DoTS recommends Option 1: DMI Studios Rebuild. The cost of rebuilding the site is well below Option 3 and is similar to Option 2 which would cost close to the DMI rebuild. DoTS believes this could be covered within existing 2018 budgeted funds (*specifically, salary savings due to staff turnover*).

DoTS also recommends a Web & Social Media Specialist be hired in 2019. This person (approximately \$90,000 annually including fringe)

would manage all Brown County websites, all online content and all social media for public engagement, service promotion, and message consistency across all departments. The City of De Pere recently budgeted for a Communications Specialist (approx. \$85,000 annually) to manage their social media.

Job Description:

<https://browncountywi.sharepoint.com/:w:/g/EeqQmnDnseJEhw52GFYwHVEBA-hNIWrl6dtn1hsCjX457w?e=gwlpOw>

NOTE: this position would also manage Closed Captioning video for the main County Board meetings.

WEBSITE REFERENCE COSTS

At a minimum, there are two websites involved (the public internet site and the employee intranet site). Cost assessments for other sites (besides www.co.brown.wi.us) have not been conducted but are estimated at about 50% to 80% of the cost of the main site each. The City of Green Bay invested in a website rebuild in the summer of 2017; costs of this rebuild are estimated below.

CITY OF GREEN BAY: WEBSITE & CONTENT MANAGEMENT

- Agendas and Video - \$232,800 for a 10 year total.
Legislative Management Software – NovuSolutions (<https://www.novusolutions.com/legislative-management-decisions-reporting-device-independence-and-the-cloud/>)
- Replacement of existing Green Bay website (\$162,045 for a 10 year total) – including a Content Management System (CMS – *this is an application that supports the creation and modification of digital content*).
 - If we used the same service it would cost an estimated \$32,000 annually (likely more) for this solution (\$16,000 public and \$16,000 intranet) given page counts and customers, this may exceed \$60,000 annually for both sites.

POTENTIAL ADVERTISING REVENUE

Based on existing website activity, advertising revenue estimates vary from \$13 to \$50 per day or \$400 to \$1500 per month. On an annual basis, this could provide \$4800 to \$18,600 in annual revenue to offset site operational costs. Depending on Board decision, instead of website advertising other options for revenue streams could be pursued. For example, internet and charging stations, hotspot splash page or digital display advertising (*for more information, see New Revenue Sources, Department of Technology Services, 2017*).

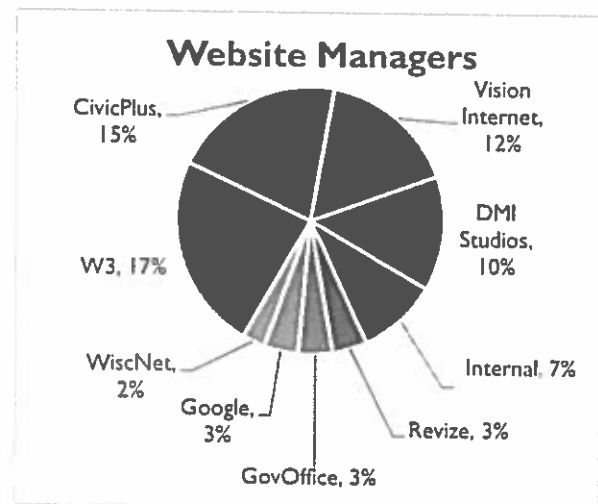
For certain types of website advertising, filtering would be required. Therefore, we suspect the website ad revenue would likely be at the low end, possibly dipping below the estimates we found. Regardless, \$4800 per year corresponds to ¼ of the overall cost of the existing website. Improved ad revenue may be achieved based on actual analytics/metrics review (website visits, page views and click-through-rate).

COMPARATIVE ANALYSIS

The Department of Technology Services assessed 81 government websites, including other counties and municipalities in Wisconsin (see Appendix 2: List of Other Government Websites for individual site assessment details).

1. **Agenda Management:** 31 were confirmed to use agenda management software.
 - a. 9 used Agenda Center
 - b. 8 used Granicus
 - c. 14 were random vendors or in-house
 - d. 50 did not have a need for agenda management or were not confirmed.

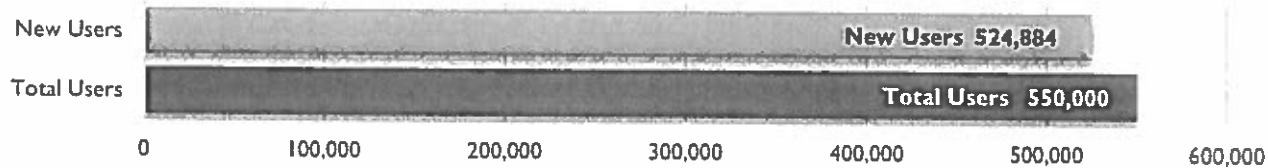
2. **Web Site Tools/Vendors:** Website developers that also maintain the website (different than the Agenda Management).
 - a. W3 (14)
 - b. CivicPlus (12)
 - c. Vision Internet (10)
 - d. DMI Studios (8) – we contract with DMI
 - e. Remainder were random or in-house
3. **Integrated video and agendas.** There are eight vendors (all quite similar to each other). Granicus was most common, two had video capabilities but used YouTube so they did not have integration with agendas.
4. **Closed captioning.** NO closed captioning was offered in any of the video tested. Videos were linked directly to agenda/minutes by area (Public Works, Common Council, etc.). Twenty-four of the sites did not offer video. Some of the listed websites may have closed captioning; however, 49 of the remaining sites were not tested.



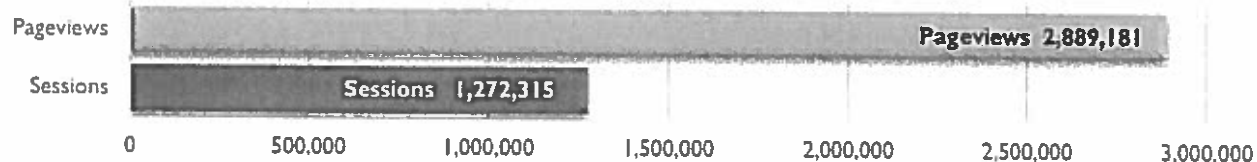
APPENDIX 1: WEBSITE ANALYTICS

Visitor Demographics for the Public Internet www.co.brown.wi.us

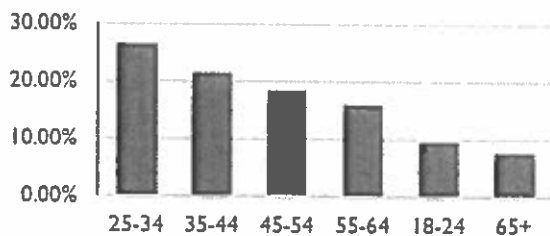
Site Users Jan 2017 - Jan 2018



Sessions Jan 2017 - Jan 2018



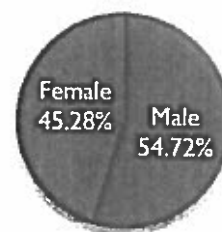
Age Demographics



Visitors Jan 2017 - Jan 2018



Gender



Visitor Interests - Overview

Interests				Market Segment			Other		
Food Dining	Banking Finance	Pet Lovers	Shoppers	Real Estate Properties	Home Decor	News Weather	Sports Football	Arts Entertainment	
	Family Focused	Outdoor Enthusiasts	Do It Yourself		Jobs	Autos Vehicles	Food Dining	Real Estate	Telecom
	TV Lovers	Bargain Hunters			Home Garden	Investment Services	Shopping	News Politics	Travel

APPENDIX 2: OUT OF SCOPE

Numerous individual County departments have invested in independent webpage development. These services are paid for by the departments (not through DoTS).

- <http://www.employees.co.brown.wi.us> (BC employee intranet site)
- <http://www.browncountylibrary.org/>
- <http://www.flygrb.com/>
- <https://newzoo.org/>
- <http://www.nevillepublicmuseum.org/>
- <http://expoandeventgreenbay.com/>
- <http://www.browncountyrecycling.org>
- <http://www.PORTOFGREENBAY.COM>
- <http://www.WCPAPORTS.ORG>
- <https://www.browncountygc.com/> (golf)
- <http://www.browncounty911.org>

APPENDIX 3: BROWN COUNTY SOCIAL MEDIA SITES

Other Known Social Media Sites using a Brown County association

- <http://bcuwexhealthyliving.blogspot.com/>
- <https://twitter.com/bcrecycling>
- <https://twitter.com/bcparkswi>
- <https://twitter.com/portofgreenbay>
- <https://twitter.com/recyclebrownco>
- <https://twitter.com/sheriffbc>
- <https://twitter.com/grbairport>
- <https://twitter.com/nevillemuseum>
- <https://twitter.com/ BCLibrary>
- <https://www.facebook.com/adrcbrowncountywi>
- <https://www.facebook.com/austinstraubelairport>
- <https://www.facebook.com/BCEMGMT>
- <https://www.facebook.com/BCL.Ashwaubenon?fref=ts>
- <https://www.facebook.com/BCL.Central?fref=ts>
- <https://www.facebook.com/BCL.Denmark?fref=ts>
- <https://www.facebook.com/BCL.Kress?fref=ts>
- <https://www.facebook.com/BCL.Pulaski?fref=ts>
- <https://www.facebook.com/BCL.Southwest?fref=ts>
- <https://www.facebook.com/BCL.WeyersHilliard?fref=ts>
- <https://www.facebook.com/bcuwexgardens?ref=bookmarks>
- <https://www.facebook.com/BorderToBorderBrownCounty?ref=bookmarks>
- <https://www.facebook.com/BrownCountyGolfCourse?fref=ts>
- <https://www.facebook.com/BrownCountyHealthDept>
- <https://www.facebook.com/browncountyrecycling?fref=ts>
- <https://www.facebook.com/Brown-County-Sheriffs-Office-400647906681319/>
- <https://www.facebook.com/Brown-County-Veterans-1596466677299191/>
- <https://www.facebook.com/Browncountywi>
- <https://www.facebook.com/Brown-County-WI-Land-Water-Conservation-1109525175824401/>
- <https://www.facebook.com/DiscoverBrownCounty?ref=bookmarks>
- <https://www.facebook.com/fosterbrowncounty/>
- <https://www.facebook.com/LH-Barkhausen-Waterfowl-Preserve-229369080450572/>
- <https://www.facebook.com/nevillepublicmuseum?ref=bookmarks>
- <https://www.facebook.com/NEWZooGB?ref=bookmarks>
- <https://www.facebook.com/pages/Brown-County-4-H-Youth-Development/159657974237921?ref=bookmarks>
- <https://www.facebook.com/pages/Brown-County-Executive-Troy-Streckenbach/1067287626618968?ref=bookmarks>
- <https://www.facebook.com/pages/Brown-County-Highway-Department/158675544164314>
- <https://www.facebook.com/pages/Brown-County-Park-Management/142294902463624?ref=bookmarks>
- <https://www.facebook.com/pages/Brown-County-Public-Safety-Communications/1417824105116654>
- <https://www.facebook.com/pages/Brown-County-UW-Extension/293266677469755?ref=bookmarks>

- <https://www.facebook.com/pages/Brown-County-Wisconsin/126895064020031?fref=ts>
- <https://www.facebook.com/pages/Bruce-the-Spruce/171129579587037?ref=bookmarks>
- <https://www.yammer.com/co.brown.wi.us/#/home>

APPENDIX 4: LIST OF OTHER GOVERNMENT WEBSITES

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
Wisconsin.gov	Excellent but skip the video (PICs only) and change links	http://www.wisconsin.gov/Pages/home.aspx	http://committeeschedule.legis.wisconsin.gov/	N/A	SharePoint Internal	N/A
City of Green Bay	CHANGING	http://greenbaywi.gov/	http://greenbaywi.gov/agencies/mayor/committeeservice_trashed/minutes/agendas/	https://www.youtube.com/user/CityOfGreenBay	Moving to CivicPlus	Moving to - NovuSolutions
Greater Green Bay	Ok (don't care for left right)	www.greenbay.com	N/A	not municipal or county	Unknown moving to CivicPlus	not municipal or county
City of Sheboygan	No	http://www.sheboyganwi.gov/	http://publicweb.ci.sheboygan.wi.us/AgendaMinutes/Committees/How-Committees-Table.aspx	not available	Internal - Schema	eGovernance (boarddocs)
City of Janesville	No	http://www.ci.janesville.wi.us/	http://www.ci.janesville.wi.us/government/public-meeting-materials-videos	http://janesville.granicus.com/MediaPlayer.php?view_id=5&clip_id=1445	Vision Internet	Granicus
City of Middleton	so-so	http://www.ci.middleton.wi.us/	http://www.ci.middleton.wi.us/112/Agendas-Minutes	FAILS	DMI Studios	Accela (IQM2)
City of Waukesha	Ok (but a bit busy)	http://www.waukesha-wi.gov/	https://waukesha.legistar.com/DepartmentDetail.aspx?ID=24417&GUID=E5B59157-FD27-49DF-918A-1ABF2EA763C5&Mode=MainBody	http://waukesha.granicus.com/MediaPlayer.php?view_id=1&clip_id=2040	CivicPlus	Granicus

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Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
City of Wisconsin Dells	Poor (Busy)	http://www.citywd.org/	http://www.citywd.org/index.asp?SEC=4A62E53C-7CEC-45B8-9677-8DA9AF52A0DC&DE=7436918D-2DA6-43BA-955F-BAA0A7080882&Type=B_BASIC	not available	GovOffice	Unknown
Adams County	POOR	http://www.co.adams.wi.gov/	http://www.co.adams.wi.gov/CountyBoard/AgendasMinutes/tabid/94/Default.aspx	*NOT PURCHASED or NOT AVAILABLE*	Digital Data Technologies	Digital Data Tech
Ashland County	Ok but busy	http://co.ashland.wi.us/	http://co.ashland.wi.us/agendaandminutes	not available	GovOffice	Unknown
Barron County	Ok but busy	http://www.barroncounty.wi.gov/	http://www.co.barron.wi.us/calendar.cfm	not available	GovOffice.com	Laserfiche
Bayfield County	Good	https://www.bayfieldcounty.org/	https://www.bayfieldcounty.org/agendacenter	not available	CivicPlus	Agenda Center
Brown County	Ok - disorganized and too busy	http://www.co.brown.wi.us/	http://www.co.brown.wi.us/departments/committees/?department=2c960fb409b5&committee=c9be9bb9d8a7	3rd Party Site: NEWEye	DMI Studios	Manual
Buffalo County	Ok-scrolling issues	http://www.buffalocounty.com/	http://www.buffalocounty.com/AgendaCenter	*NOT PURCHASED or NOT AVAILABLE*	CivicPlus	Agenda Center
Burnett County	No	http://www.burnettcounty.com/	http://www.burnettcounty.com/Archive.aspx	*NOT PURCHASED or NOT AVAILABLE*	CivicPlus	Archive Center
Calumet County	Very Good -skip calendar unless someone maintains	http://www.co.calumet.wi.us/	http://www.co.calumet.wi.us/agendacenter	*NOT PURCHASED or NOT AVAILABLE*	CivicPlus	Agenda Center

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
Chippewa County	Good	http://www.co.chippewa.wi.us/	http://chippewa.countywi.igm2.com/Citizens/Default.aspx	*NOT PURCHASED or NOT AVAILABLE*	Vision Internet	Accela (IQM2)
Clark County	Very Good	http://www.co.clark.wi.us/	http://www.co.clark.wi.us/AgendaCenter	*NOT PURCHASED or NOT AVAILABLE*	CivicPlus	Agenda Center
Columbia County	Old style - Poor links are not obvious	http://www.co.columbia.wi.us/ColumbiaCounty/	http://www.co.columbia.wi.us/columbia.wi.us/columbiacounty/countyboard/Committees/CommitteesMeetingMinutes/tabid/266/Default.aspx	not available	W3	LinkClick
Crawford County	Plain	http://www.crawfordcountyiwi.org	http://www.crawfordcountyiwi.org/meeting-minutes.html	not available	Internal	pdf
Dane County	Poor - Very busy	https://www.countyofdane.com/	https://dane.legistar.com/Calendar.aspx	http://dane.granicus.com/MediaPlayer.php?view_id=1&clip_id=78	Internal	Granicus
Dodge County	Ok - bit too much on home page	http://www.co.dodge.wi.gov/	http://www.co.dodge.wi.gov/government/departments-a-d-county-board/committees-agendas-minutes	not available	Vision Internet	Unknown
Door County	Poor - too busy	http://www.co.door.wi.gov/	http://map.co.door.wi.us/Agendas/Minutes/	not available	Internal	Unknown
Douglas County	Good - poor choices for pictures	http://www.douglascountyiwi.org/	http://www.douglascountyiwi.org/agendacenter	not available	CivicPlus	Agenda Center
Dunn County	Ok - vintage newsletter style	http://www.co.dunn.wi.us/	https://drive.google.com/drive/folders/0B9R7T0EUV1-	Tour of Dunn County	GovOffice	Google Drive

► Brown County Website Plan

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
			5QmQ2b1NESS1vYkU			
Eau Claire County	ok but too many options on home page	http://www.co.eau-claire.wi.us/	http://www.co.eau-claire.wi.us/government/county-board/county-board-information	3rd party site: Valley Media Works	Vision Internet	Unknown
Florence County	better, but too many options on home page	http://www.florencecountywv.com/	http://www.florencecountywv.com/minutes-and-agendas/	not available	DMI Studios	Unknown
Fond du Lac County	ok but too many options on home page	http://www.fdlco.wi.gov/	http://www.fdlco.wi.gov/government/committee-meetings/meetings-calendar/-toggle-allpast	unknown	Vision Internet	Unknown
Forest County	Old style - Far too much small print	http://www.co.forest.wi.gov/	http://www.co.forest.wi.gov/Meetings_list.asp?locid=145	not available	Internal	Unknown
Grant County	Old style - Far too much small print	http://www.co.grant.wi.gov/	http://www.co.grant.wi.gov/meetings_list.asp?locid=147	not available	wiscnet.net	Unknown
Green County	Old style - Far too much small print	http://www.co.green.wi.gov/	http://www.co.green.wi.gov/meetings_list.asp?locid=148	not available	wiscnet.net	Unknown
Green Lake County	Getting better but still too many options on main page	http://www.co.green-lake.wi.us/	http://www.co.green-lake.wi.us/meetings.html	not available	Wisnet.com	Unknown
Iowa County	Getting better but still too much and too small font on main page	http://www.iowacounty.org/	http://www.iowacounty.org/counntyboard/committees/committeesoncommittees.sh	not available	TemplateKingdom.com	Unknown

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
			tml			
Iron County	Old style - Far too much small print	http://www.co.iron.wi.gov/	http://www.co.iron.wi.gov/meetings/list.asp?locid=180	not available	Unknown	Unknown
Jackson County	Getting better still too much and too small font	http://www.co.jackson.wi.us/	http://www.co.jackson.wi.us/index.asp?Type=B_BASIC&SEC={D74CF428-EC69-4F56-81B5-F384461DA877}	not available	GovOffice.com	Unknown
Jefferson County	Getting better still too much and too small font - dropdowns?	http://www.jeffersoncountywi.gov/	http://jeffersoncountyapps.jeffersoncountywi.gov/jc/public/ichome.php?page_id=954&page_name=Agendas/Minutes	http://www.jeffersoncountywi.gov/government/cbvideo_2.php	Revize	Custom Programming
Juneau County	Old style - Far too much small print	http://www.co.juneau.wi.gov/	http://www.co.juneau.wi.gov/meetings.html	unknown	Google	Google Drive
Kenosha County	Good but a bit long scrolling	http://www.kenoshacounty.org/	http://www.kenoshacounty.org/AgendaCenter/Executive-Committee-11	Audio only	CivicPlus	Agenda Center
Kewaunee County	Old style - Far too much small print & a scroller really?	http://www.kewauneeco.org/	http://www.co.kewaunee.wi.gov/section.asp?linkid=2417&locid=192	unknown	Unknown	Unknown
La Crosse County	Getting better but still too many options on main page	http://www.co.la-crosse.wi.us/	http://www.co.la-crosse.wi.us/calendar.asp?View=MeetingView&appID=1	unknown	W3	Unknown

► Brown County Website Plan

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
Lafayette County	Old style - Far too much small print	http://www.co.lafayette.wi.gov/	http://www.co.lafayette.wi.gov/meetings_list.asp?locId=152	unknown	Internal	Unknown
Langlade County	GOOD but fonts too small and a bit too much	http://www.co.langlade.wi.us/	http://www.co.langlade.wi.us/agendas.htm	unknown	Internal - Dreamweaver	Unknown
Lincoln County	Old style - Far too much on home page, font better, style better	http://www.co.lincoln.wi.us/	http://www.co.lincoln.wi.us/minutes_and_agendas/minutes/?committee=5cc3f35a149e	not available	DMI Studios	Manual
Manitowoc County	POOR style ok but too scrolly and disorganized	http://www.manitowoc.org/	https://manitowoc.legistar.com/DepartmentDetails.aspx?ID=1&GUID=770A53B6-6E48-496F-A438-69281D7DC6FC&R=9D22e104-5580-46f8-8b75-d46056e768e0	http://manitowoc.granicus.com/MediaPlayer.php?view_id=1&clip_id=508	CivicPlus	Granicus
Marathon County	Old style - Far too much small print	http://www.co.marathon.wi.us/	http://www.co.marathon.wi.us/Government/CountyBoard/MinutesAgendas.aspx	not available	W3	Unknown
Marinette County	Old style - Far too much small print	http://www.marinettecounty.com/	http://www.marinettecounty.com/minutes_and_agendas/minutes/?committee=general	not available	DMI Studios	Unknown
Marquette County	Ok but a bit scrolly / busy - GOOD STYLE	http://www.co.marquette.wi.us/	http://www.co.marquette.wi.us/government/agendas-and-minutes	unknown	Vision Internet	Unknown
Menominee County	Very good (would like to see more mobile)	http://www.co.menominee.wi.us/	http://www.menomineecounty.com/minutes_and	unknown	DMI Studios	Unknown

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
			agendas/			
Milwaukee County	Getting better - Ok Style, too much info	http://county.milwaukee.gov/MilwaukeeCounty7699.htm	https://milwaukeecounty.legistar.com/Calendar.aspx	Live Audio Only: http://media.county.milwaukee.gov/room200	Northwoods Titan Content Management System	Unknown
Monroe County	Getting better - Good Style still too much info and odd layout.	http://www.co.monroe.wi.us/	http://www.co.monroe.wi.us/committees/administrativeexecutive-committee/	not available	W3	Unknown
Oconto County	Good but a few too many buttons and links on home page	https://www.co.oconto.wi.us/	https://www.co.oconto.wi.us/minutes_and_agendas/	not available	DMI Studios	Unknown
Oneida County	Old style - font better, style better too many links	http://www.oneida.wi.gov/	http://www.oneida.wi.gov/meetings_list.asp?locid=135	not available	Internal	Unknown
Outagamie County	OK better if buttons moved up and links to info changed - good style	http://www.outagamie.org/	http://www.outagamie.org/government/document-central-folder-view/-folder-1440	not available	Vision Internet	Unknown
Ozaukee County	good, but graphically odd - hard to find buttons	http://www.co.ozaukee.wi.us/	http://www.co.ozaukee.wi.us/agendacenter	unknown	CivicPlus	Agenda Center
Pepin County	better, but too many options and links	http://www.co.pepin.wi.us/	http://www.co.pepin.wi.us/index.asp?SEC=A8F39D5F-71D2-439B-8CD2-2206FF4C6B85&Type=B_BASIC	not available	GovOffice	Unknown
Pierce County	better, but too many options and small fonts hard to	http://www.co.pierce.wi.us/	http://www.co.pierce.wi.us/Agendas_Minutes/Agendas_Minutes%20	not available	W3	Unknown

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
	Identify links		202017/Agendas Minutes Main 2017.html			
Polk County	Poor, small font, too many options - very old school	http://www.co.polk.wi.us/	http://www.co.polk.wi.us/index.asp?SEC=848005F0-8FC8-41F4-BF6D-E76996510194&Type=B_BASIC	unknown	GovOffice	Unknown
Portage County	better, but too many options and small fonts hard to identify links	http://www.co.portage.wi.us/	http://www.co.portage.wi.us/government/past-county-board-proceedings	unknown	Vision Internet	Unknown
Price County	Good - simple direct links older style	http://www.co.price.wi.us/	http://www.co.price.wi.us/AgendaCenter	unknown	CivicPlus	Agenda Center
Racine County	EXCELLENT - simple mobile friendly and key data up front	http://racinecounty.com/	http://racinecounty.com/government/all-board-and-committees	Audio Only	Vision Internet	Unknown
Richland County	Simpler but mismatch in style and small fonts - too much	http://www.co.richland.wi.us/	?	unknown	Unknown	Unknown
Rock County	Good - cleaner for old school, small fonts doesn't use all real estate	http://www.co.rock.wi.us/	?	unknown	Internal	Unknown
Rusk County	Good - cleaner for old school, small fonts doesn't use all real estate	http://www.ruskcounty.org/	http://www.ruskcounty.org/meeting-information/meeting-agendas/	unknown	W3	Unknown
Sauk County	Excellent - Simple visual ***	https://www.co.sauk.wi.us/	https://www.co.sauk.wi.us/meetings	http://sauk.granicus.com/ViewPublisher.php?view_id=2	Internal with assistance from Aha Consulting	Granicus

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
Sawyer County	ok but a bit scrolly otherwise good - header should overlap image to save space	http://www.sawyercounty.gov.org/	http://www.sawyercountygov.org/agendacenter	unknown	CivicPlus	Agenda Center
Shawano County	ok but too busy	http://www.co.shawano.wi.us/	?	unknown	DMI Studios	Unknown
Sheboygan County	better but layout is odd	http://www.sheboygancounty.com/	http://publicweb.ci.sheboygan.wi.us/AgendaMinutes/Committees/Show-Committees-Table.aspx	not available	Vision Internet	Unknown
St Croix County	Busy old school too many links	http://www.co.saint-croix.wi.us/	?	unknown	W3	Unknown
Taylor County	better tool, but layout is messy and too much info on home	http://www.co.taylor.wi.us/	http://www.co.taylor.wi.us/even.ts/	unknown	Wordpress	Unknown
Trempealeau County	Old school - small fonts	http://www.trempealeaounty.com/tchome/	?	unknown	Unknown	Unknown
Vernon County	Simple old school doesn't use entire page, too much on home	https://www.vernoncountv.org/	?	unknown	W3	Unknown
Vilas County	ok - doesn't use entire page, links odd, styling better	http://www.vilascountywi.gov/	https://calendar.google.com/calendar/html/embed?src=vilascounty-clerk@gmail.com&ctz=America/Chicago&pli=1	not available	W3	Unknown
Walworth County	Better - old school, not using entire page, small fonts too much info	http://www.co.walworth.wi.us/	?	unknown	W3	Unknown

► Brown County Website Plan

Entity	Web Site Style Opinion	Website	Agenda Page	Video Example	Website Vendor	Agenda, Minutes, Video
Washburn County	Decent old style, should use entire page, too many links on home	http://www.co.washburn.wi.us/	?	unknown	Google	Unknown
Washington County	Ok - fonts too small, needs to use entire page, too much on home	http://www.co.washington.wi.us/	?	unknown	W3	Unknown
Waukesha County	Good - but some issues / links normally top or side or bottom not center	https://www.waukeshacounty.gov/	https://www.waukeshacounty.gov/meetings	unknown	W3	RSS Feed
Waupaca County	Good but buttons off bottom and not "overlay" otherwise decent	http://www.co.waupaca.wi.us/	http://www.co.waupaca.wi.us/departments/government/departments/county_board/agendas_and_minutes.php	unknown	Revize	Unknown
Waushara County	Better - cleaner but should use entire page and overlay otherwise good	http://www.co.waushara.wi.us/	https://waushara.municipalcms.com/agenda.aspx	unknown	Municipal CMS	Unknown
Winnebago County	Poor - old school - too much and small fonts	https://www.co.winnebago.wi.us/	https://www.co.winnebago.wi.us/county-clerk/meetings	unknown	W3	Unknown
Wood County	Better - old school but a bit cleaner - too much and small fonts	http://www.co.wood.wi.us/	http://www.co.wood.wi.us/CountyBoard/Committees.aspx	unknown	W3	file service
City of Bellingham	Excellent but buttons on bottom could just be text to simplify and moved up slightly for a "single page"	https://www.cob.org/	?	unknown	Unknown	Unknown

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► Response to Closed Captioning Costs

Administrative Committee Request November 29, 2017

August Neverman ► Department of Technology Services ► 3/20/2018

This document summarizes the Department of Technology Services' recommendations on the direct and associative costs for closed captioning for recordings of Brown County committees and meetings.

Response to Closed Captioning Costs

Administrative Committee Request
November 29, 2017

In compliance with the Americans with Disabilities Act (ADA) regulations and FCC requirements, all broadcast video and web published video that is generated and published by Brown County must provide Closed Captioning (CC).

To be succinct, closed captioning costs run between \$1 to \$5 per recorded minute, depending on the service contracted with and the turn-around time. **Real-time** closed captioning services are more expensive.

RECOMMENDATIONS

1. Even with a contract service, County staff would need to do additional work. This work includes:
 - ensuring the video is complete;
 - naming the video;
 - forwarding video to the contract Closed Caption Agency;
 - receiving and confirming the completed video has appropriate closed captioning;
 - posting the video to YouTube, then adding links (or embedded video code) to the video to the Public Internet site;
 - ensuring other ADA and FCC compliance.
2. Create an Enterprise Web and Social Media Specialist (**EWSMS**) position within Technology Services. This staff member would perform website management, social media management and coordinate all closed captioning service.

The following are best practices for ADA compliant captions:

- One to three lines of text appear on screen all at once, stay there for three to seven seconds, and are then replaced by another caption.
- Timed to synchronize with the audio.
- Do not cover up graphics and other essential visual elements of the picture.
- Require the use of upper and lowercase letters.
- Use an easy to read font.
- Have good resolution. Include not more than 32-characters-per-line.
- Captions should be synchronized and appear at approximately the same time as the audio.
- Words should be verbatim when time allows or as close as possible in other situations.
- Captions should be accessible and readily available to those who need or want them.
- Add music or other descriptions inside square brackets such as [music] or [laughter].
- Speakers should be identified when more than one person is onscreen or when the speaker is not visible.
- Punctuation is used to clarify meaning. Spelling is correct throughout the production.
- Write out sound effects when they add to understanding.
- All words are captioned, regardless of language or dialect.
- Use of slang and accent is preserved and identified.
- Use italics when a new word is being defined or a word is heavily emphasized in speech.

**Suggested: Video Workflow for Publishing
Closed Caption Video to YouTube**

1. Chairman Moynihan directs (on the console) to record the meeting as needed.
2. Green Bay/Brown County Chambers - County Board video recordings are directed to Brown County Secure FTP server (file is created) no additional cost if it's just one per month. (GB City Information Services forwards the file or automated forwarding)
3. Once the video file is available the EWSMS downloads the recorded video.
4. The EWSMS ensures the video is intact and complete. Assuming the video is good, it is named to match the meeting and other meta-data is added.
5. The named file is uploaded to a site such as <https://www.rev.com> and any meeting-specific information is attached as a word document to help the closed captioning and transcription service with names and details.
6. Example step: "Rev.com" would transcribe for \$1 per minute and closed captioning for \$1 per minute of the video.
 - a. **NOTE:** The turnaround time will vary with the length of the meeting. The minimum turn-around is approximately 24 hours and roughly 12 extra hours per hour of video (this will vary).
 - b. **Costs for closed captioning only are approximately \$240 for 4 hours (\$1 per minute).**
 - c. **Costs for closed captioning and transcription are estimated at approximately \$480 for 4 hours (\$2 per minute).**
7. Once "Rev.com" service is complete, the EWSMS downloads the closed captioned video and the transcription file.
8. The **EWSMS** then ensures the following:
 - The video has closed captioning and the transcription is accurate.
 - The transcription file is uploaded with additional information to the internet for the meeting minutes.
 - The closed captioned video is uploaded to YouTube and the EWSMS edits the cover, header, footer (bookends) and title/search information.
 - The closed captioning is working on YouTube.
 - A link to the YouTube video is added on the Brown County Public Internet page.
 - Verifies the link is working.
9. Any municipality may do a retrospective cable TV broadcast of the recorded closed captioned video. Currently, there is no cost to broadcast the video; however, in the future it is possible there could be associated costs. The EWSMS would coordinate providing a copy of the video to the respective agency.

*The following is an **estimated** total 2019 budget is \$89k.*

\$80,000 annually for the FTE (this FTE would also provide Social Media and Public & Employee Website management (see attached Job Description). The website costs are noted in the Web Proposal – see separate documentation.

Cost for local storage of video is estimated at \$20,000 (one time, replaced every 5 years)

*\$7,000 County Board Meeting **CC & Transcrp.**
\$2,000 Training County Board staff (\$1500-3000)
\$9,000 Total for FY 2019 for CC & Transcrp.*

*****CC & Transcription costs would increase if more meetings are included.***

If the Board chooses to

- expand video to multiple meetings OR
- chooses to integrate the video with other tools such as Granicus or CivicPlus agenda and legislative management software

the workload would require hiring additional DoTS staff or contracting for full time support. The estimate from NWTC was \$300k for the basic closed captioning services noted above (not including web support as we are proposing).

Additionally, if video is requested for locations other than the main county board meeting room, additional staff, software, storage and hardware will be required. These costs will likely include two FTEs, plus video recording and editing equipment as well as software and disk storage costs. This is all dependent on the volumes of video to be handled and the level of support and integration with software that will be required.

Recommendation: Closed Captioning Guidelines for Brown County

1. Brown County videos published to TV or the Internet (i.e., YouTube, commercials, PSAs, public meetings) must have Closed Captioning.
2. Any public video that does not have Closed Captioning and is publicly stored (i.e., YouTube, Vimeo, etc.) must be removed immediately, secured and/or stored locally (if at all possible). These videos must be protected as they are subject to open records. The records owner must determine retention.
3. Training videos for the exclusive, internal use by Brown County staff are an exception to this rule. If they are published to YouTube, the URL/search must be blocked or the video must be otherwise password protected so the public does not have ready access.
4. Closed Captioning does not apply to open records requests. Brown County does not add Closed Captioning to surveillance video requested through Open Records.

5. If a member of the public records and posts a video to YouTube, it is not an official Brown County video, so it is not subject to FCC rules. Brown County is not responsible unless Brown County publishes either to TV or Web.

Recommendation: Related Video Guidelines

See Public Records Policies for full details.

1. **Sheriff Squad Camera Video** is stored based on the event type and evidence requirements. The public is encouraged to make any requests for video within 90 days of the event in question.
2. **Surveillance Video in sensitive areas** such as Jail, Courthouse and Sheriff will be protected and are public records. Video Storage will be allocated to provide a target of 121 days of historical video storage. This number may vary due to operational variance. Access to video which is considered incidental records must be requested within 90 days.
3. **Surveillance Video in non-sensitive areas** such as parking lots, zoo, parks, museum and entrances to non-secure buildings are public records. Video Storage permits 1 to 30 days of historical video storage. This number varies due to the volume of recorded video activity. Access to non-sensitive video must be requested as soon as possible as storage use deletes older video quickly.
4. **All Official County Email** (email sent or received from username@co.brown.wi.us) is stored for 7 years. Centrally stored email older than 7 years is permanently deleted. Email archive data started Oct 2015.
5. **Videos of County Board meetings** are public information and are not considered the official record, the written minutes of the meeting are the official record. Closed Captioned Video will be generated for the full County Board meetings that occur in the County and City Chambers. Video will be stored and made available via YouTube, but no other long term copies of the video exist.